

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

3H
HOMEMAKERS' CHAT
FOR BROADCAST USE ONLY

U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

Release on receipt)

SUBJECT: "Canned Juices for Vitamin C"...Information from Office of Production and Marketing Administration, U. S. Department of Agriculture.

-oOo-

You've heard of canned speeches, but no one ever heard that they were good to eat...or good to drink. But here's a canned subject that's highly recommended: Canned tomato juice and canned citrus juices. Drinking these juices is both a healthful habit and a pleasant one.

And best of all they're on the markets today in more plentiful supply than we dreamed of even a few weeks ago. Canned orange juice and grapefruit juice are yours for the buying. The grocers' shelves are full. There's more canned tomato juice, too, to help those who didn't have a chance to put up home canned tomato juice.

There are several reasons for this good news. Both tomato and citrus fruit crops have been good this past season. And because canned juices are rapidly becoming more popular, the canners made every effort to provide a big pack.

Then when the war terminated, much of this vitamin C-rich food which was packed for military use could be directed to civilian grocery stores.

You've heard a lot about Vitamin C foods the last few years...and especially lately, while potatoes and tomatoes, cabbage and greens have been plentiful. But with the approach of the winter season when such a wide variety of fresh vegetables is not always available it's well to have a few cans of these Vitamin C-rich foods ready for duty.

Vitamin C is an elusive part of our necessary daily food supply because it's easily destroyed. Figuratively speaking, as well as literally, it's hard to put

-MORE-

10-1-45

your finger on Vitamin C. One might say Vitamin C is utility shy...shy of air, heat and water. Foods with acid in them, like tomatoes and citrus are important exceptions. The acid in those foods serves as a guard to protect the C vitamin. That's one important reason for keeping these canned juices on tap...in your canned goods cupboard. Even Missourians can be sure the Vitamin C is there.

And that brings up the question of why this vitamin is so important. You know of course that scurvy develops when Vitamin C is missing in the diet. You've probably read recently about this disease among our own men in Japanese prisons. But in this country now, scurvy cases are relatively rare. However, it's possible that you may need more Vitamin C without actually having the symptoms for scurvy. Vitamin C is necessary for normal cell structure, for blood, bone development, and the regulation of heart muscle and muscle tone generally.

Dr. H. C. Sherman, who is one of the country's foremost nutritionists, remarked that Vitamin C plays an important part in the preservation of the characteristics of youth. That alone would be good reason for getting liberal amounts of Vitamin C foods.

Since canned citrus juices and bought or home-canned tomato juice are dependable and pleasant sources of Vitamin C, the answer is easy. The wise individual and the prudent family provider will serve some of this juice every day if possible...and keep a supply on hand all the time.

#

10-1-45

LIBRARY
CURRENT SERIAL RECORD
OCT 10 1945 ☆
U.S. DEPARTMENT OF AGRICULTURE